DETERMINATION OF MARKETING AREA USING ANALYSIS OF MARKET SHARE AND PRODUCT DEVELOPMENT BASED ON CUSTOMER SATISFACTION IN PECI M.IMING WITH COSTUMER RELATIONSHIP MANAGEMENT APPROACH

Muhammad Irham Halid[1], Utami Dewi[2]

[1,2]Informatics Enginering– Indonesian Computer University
St. Dipatiukur Number. 112-114, Coblong, Bandung, West Java
E-mail : muhirhamhalid@gmail.com[1], utami.dewi.widianti@email.unikom.ac.id[2]

ABSTRACT

Peci M.Iming is a company engaged in convection, particularly the manufacture of peci (kopeah) that was established in 1918. Up to now Peci M.Iming has produced eight series, and has four branches in the city of Bandung. Peci M.Iming has two types of customers, namely the individual customer and the customer in the form of store which is called as agents.

Based on the interviews with Yuliani as the Owner of Peci M.Iming, until now the company only uses the information through internet media such as blogs, online stores, through word of mouth, as well as ads in the form of pamphlets to attract customers, but the company pay less attention to the potential of its market share in each region , so the marketing department found it difficult when it comes to determining which marketing areas that should be prioritized because they do not know which area that have a high market share. Furthermore, in developing their products, Peci M.Iming only see from internal company point of view, without considering customers desire. As a result, according to sales report in May and July 2016, there were imbalance to the customers demand of some kind of existing products. Based on the issues, Customer Relationship Management Information System is needed to solve them. The goal is to help the marketing Manajer of the company in selecting areas that have high potential market share and to assist the production Manajer in determining recommendations on the development of products which are not selling well. Market segmentation based on geography and demography is the method used to determine areas that have potential for high market share. While the tool used in solving the problem of product development is an online questionnaire that will be implemented in customer relationship management information system which is built.

Based on the results of functional testing, UAT (User Acceptance Test) and end user testing, it is concluded that this system has helped the company in determining the area of marketing and recommendation on products that did not selling well.

Keywords : Customer Relationship Management, Dynamic CRM, Geodemographic Segmentation, Product development, Likert Scale.

1. INTRODUCTION

Peci M.Iming is a company engaged in convection, particularly the manufacture of Pecis (kopeah), this company has been established since 1918 and has four branches are entirely located in the city of Bandung, namely "Boutique M. Iming" in Jl. Reog No. 3C Turangga, "Peci Shop M. Iming" in Jl. PH. Hasan Mustapa (Jl. Saints) No. 51, "Peci Company M. Iming" in Jl. Student Warriors 45 No 40, and the production house located in Kopo Sayati. The company manufactures a Peci with a variety of series, until now there are 8 series Peci made, namely Peci series A, AK, Peci series B, BK, BAC, Peci series K, KS, and KAC. In its marketing was already discount agents who are in some areas in Indonesia such as Majalengka, Tasikmalaya, Cianjur, Garut, Ciamis, Sumedang and Banten. Peci M.Iming has two types of customers, namely the individual customer, and the customer in the form of a store or commonly called the agent.

Based on interviews with Yuliani as Owner / Director of the company Peci M.Iming, there are some problems experienced by the company, one of them in the expansion of its marketing efforts, the company Peci M.Iming far only uses the information through internet media such as blogs, online stores, from word of mouth, as well as ads in the form of pamphlets to attract customers, but the company will pay less attention to the potential of its market share in each region, as a result of marketing Peci M.Iming find it difficult when it will determine marketing areas that should be prioritized because they do not know the area that has a high market share. So it is necessary to study the Peci M.Imingmarket share in each region, in order to be better targeted marketing and help increase company turnover.

In developing the product - its products, during the company Peci M.Iming only be based on internal company alone, without considering factors - factors craving customers. As a result, according to a report in the form of sales data in May and July 2016, had an inequality to demand some kind of existing products, mainly on product series KAC less sold on

the market, so if allowed to continuously this will affect the turnover of the company for activities production does not correspond to consumer demand. Therefore, companies need to develop the product Peci less behavior, in this case the Peci in order to re KAC series sold in the market.

Customer Relationship Management (CRM) is one of the businesses based approach to managing relationships or relationships with customers. Through the implementation of CRM, in this case the company is expected to identify areas that have potential customers by analyzing market share, the company is also expected to build communication and good relationships with customers resulting in the development of a product, the company may consider the wants and needs of its customers in order to increase the return on sales of products - products.

While the purpose of this study was as follows:

1. Help the Marketing Manager of the company Peci M.Iming in determining the market potential of each region for the expansion of its product marketing.
2. Help the manager Production Companies Peci M.Iming in deciding on the development of products that do not sell well to fit the customer's satisfaction.

2. CONTENTS RESEARCH

2.1 Theoretical basis

The theoretical basis is a collection of theories that became the basis of the development of Customer Relationship Management Information System in Peci M.iming.

2.1.1. Customer Relationship Management (CRM)

CRM is a business strategy that uses information technology to produce companies that are competent, trustworthy and teritegrasi with the customer based on the customer's side so that all processes and interactions with customers to help maintaining and improving relationships profitable. CRM is a dynamic process governs the relationship between the customer with the company so that customers can choose to continue the mutually beneficial commercial relations and to anticipate that this relationship does not become unprofitable companies [5].

2.1.2. Teknologi CRM Strategis

Strategic CRM is a business enterprise to build a culture and strategy of customer-oriented company to win the competition in the market. Culture and strategy in this development aims at empowering the company to be able to provide better added value for customers and better than its competitors in a more efficient manner.

Strategic CRM is strongly associated with the culture that was created in the company and consequently also related to leadership style. Strategic CRM also strongly associated with the company's efforts to develop a formal management system will be applied in companies with relevant partners.

2.1.3. Dynamic CRM architecture

Research on CRM framework conducted by Chung-Hoon Park and Young Gul Kim, review the connection information and marketing strategies, and create a model that is described in the "Framework of Dynamic CRM". Described that phase of CRM within a framework in the form of a series of processes Acquisition-Retention-Expansion. As an integrated CRM framework based on the types of customer information is arranged in stratified according to the development of customer relations.

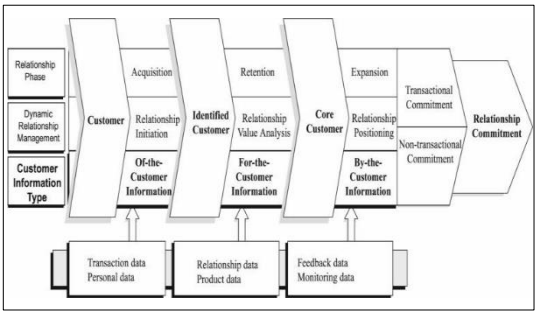


Figure 1 Framework of Dynamic CRM

2.1.4. Market Share

The market share (Market Share) can be interpreted as part of the market is controlled by a company, or a company's sales percentage of total sales, the biggest competitor at the particular time and place. If a company with a particular product has a market share of 35%, it means that if the total sales of such products in the given period amounted to 1000 units, the company through its products will obtain sales of 350 units. The amount of market share at any time be changed according to changes in consumer tastes, or the migration of consumer interest from a product to another [8].

There are four characteristics that affect the user in making a purchase that cultural factors (culture, subculture, and social class), social factors (family groups, roles, and status), personal factors (age, occupation, economic situation, lifestyle, and personality) and psychological factors (knowledge, motivation, beliefs, and attitudes). The process of buying decisions a user passes through five stages, namely the introduction of needs, information search, evaluation of alternatives, purchase decision and post purchase behavior [9].

2.1.5. marketing Goals

Many organizations are utilizing targeted marketing is to differentiate the major market

segments, target one or two segments, and developing products and marketing programs that are designed specifically for each segment. Targeted marketing carried out in three main steps as shown in Figure 2.

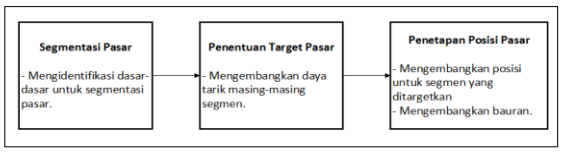


Figure 2. Segmentation, Target Determination and Determination of Market Position

1. Consumer Market Segmentation (Segmenting) :
   Market segmentation or segmenting, is a process to divide the market into specific groups are different, where in each group had character, needs and desires are almost the same, which makes them have the behavior may be similar to the products offered [11]. There are four consumer market segmentation,, is as follows :
   a. Geographic segmentation, which divides the market into different geographical units, such as country, state, district, town, or neighborhood. Each company sets their operation areas, could be one region or a few geographical areas and can also all geographic areas.
   b. Demographic segmentation, which divides the market into groups based on variables, such as age, sex, family size, family life cycle, income, occupation, education, religion, race, generation, and nationality. Demographic factors is the most common variable (used) to perform grouping target market.
   c. Psychographic segmentation, which divides the market into different groups based on social class, lifestyle, or personality characteristics.
   d. ehavioral segmentation, which divides the market into groups based on knowledge, attitude, use of, or response to, the consumer of a product. Segmentation this behavior consists of:
      - Segmentation divides the market into the incident is an event where buyers got the idea to buy or use the goods purchased;
      - Segmentation benefit is to divide the market into different groups according sought benefits consumers and producers;
      - Segmentation psychographic / lifestyle.
2. Criteria for Selecting Target Markets

Once companies identify opportunities for market segments, the next is to evaluate the different segments to decide which segment is the target market. In evaluating different market segments the company should look at two factors: the attractiveness of the overall market as well as the objectives and resource companies [11]. In setting the target market of the company may consider five patterns, can be described as the following:

a. **Single Segment Concentration.**
   Single Segment Concentration means that the company can choose a segment of it. Companies are more able to achieve a strong position in one segment, with a good knowledge of the needs of the segment so that it can be obtained profits. However, the concentration in the segment has the potential risks are big enough, so is the underlying reason for the company to choose more than one segment.
b. **Selective Specialization.**
   Selective Specialization means that the company selects some segments. Selected segments may be interconnected or form a synergy, but each - each promising segment of the money. This strategy selected by the company to avoid losses, although one segment are not productive, but the company still earn revenue from other segments.
c. **Product Specialization.**
   Product Specialization means the company concentrates making specialty products or certain. In this way, the company built a strong reputation in a specific product. But the risk still exists, ie when there is a shortage of materials for the manufacture of its products or delay doing technological change.
d. **Market Specialization.**
   Market Specialization intention is to concentrate the company serves a variety of needs in a particular group. The Company gained a strong reputation and become a channel for all new products are needed and used by the group. The risk of loss will arise if the group was to reduce purchases or needs.
e. **Full Market Coverage.**
   Full Market Coverage means the companies try to serve all groups of the products required. However, only large companies can do that. To create customer satisfaction, marketers can differentiate and generate more sales than to do differentiation, but differentiation may increase the company's costs. In general, this will remain useful, especially when linked with the strategy of profitability, however, companies should be careful - careful to avoid over-segmenting. The estimated cost is Product modification cost, manufacturing

cost, administrative cost, inventory cost and promotion cost.

3. Determination of Market (Positioning)

   Positioning is a communication strategy to enter the mind of the consumer, in order for a product / brand / name has a specific meaning in order to reflect the advantage against its competitors in the form of associative relationships [12].

   It can be concluded that the positioning is a marketing strategy that focuses on communication companies to deliver an excellence and other values of the products on offer through a certain uniqueness that can be easily remembered and accepted by consumers. Through the positioning strategy is expected that the products offered will get positive sambuan compared with competitors' products.

2.1.6. Customer satisfaction

Customer satisfaction is feeling happy or disappointed that someone obtained from comparing the performance (or outcome) products that are perceived and expectations [13].

Some of the measurement methods used in measuring customer satisfaction, among others:

1. The system of complaints and suggestions
2. Ghost / Mysteri Shoping
3. Lost Customer Analisys
4. Customer Satisfaction Survey

2.1.7. Customer satisfaction

Product development (product development) is a common strategy that involves substantial modifications to existing products or creating new products that are still relevant but which can be marketed in the current customer through existing distribution channels. Product development strategy is often used to extend the life cycle of a product that is current and to take advantage of the reputation or brand profitable [15].

Increasingly sell a product, the smaller its contribution margin. Conversely, the less salable product, usually the greater its contribution margin. Then it can be prepared in the product improvement program, namely, among others [17]:

1. Start divide equally (balancing) the concentration of marketing efforts to sell products with lower contribution margin, and also less salable products that have the higher contribution margin. Misalya by providing different targets and isentif for the sale of products selling with less demand so that the sales team wants to sell both types of products more seriously.
2. Make a special division to market products sold less but potentially more successful, for example by creating a Special Task Force so that products can be addressed specifically and systematically.
3. For products which have specific weaknesses, such packaging is less attractive, necessary to redesign packaging first before it is marketed.
4. For a product that has a weakness in terms of quality and or benefits of the product, it is necessary to improve the quality and or benefit first before relaunching.
5. For a product which is too expensive because of the burden of cost of goods sold (COGS) is high, there should be a decrease in the cost burden, whether through the implementation of cost efficiency and increased productivity, reengineering products to benefit the same, but the cost is lower, for example by changing the material raw, part number and product process, or be outsourced to a cheaper source for not lowering quality standards.

2.1.8. Likert scale

Likert scale used to measure attitudes, opinions, and perceptions of a person or a group of social phenomenon. In research, this social phenomenon has been established specifically for researchers, hereinafter referred to as the variables [20].

With Likert scale, then the variable to be measured are translated into indicator variables. Then indicators are used as a starting point to construct items instruments which can be a statement or a question [20].

Answer every item instrument that uses a Likert scale has a gradation from very positive to negative, which can form the words, among others [20]:

a.	Strongly agree	a.	Always
b.	Agree	b.	Often
c.	Doubtful	c.	Sometimes
d.	Disagree	d.	Never
e.	Strongly disagree		

2.2. Problem analysis

Problem Analysis is an assumption of the issues that will be described in the procedure. From the results conducted found a problem that consists of:

a. Companies Peci M.Iming difficulties in setting marketing areas that have potential for high market share.
b. Companies Peci M.Iming have difficulty in determining the appropriate advice on the product development of customer satisfaction.

2.2.1. CRM Framework Analysis

CRM Framework used in customer relationship management information system in Peci M.Iming is Dynamic CRM. Described that phase of CRM within a framework in the form of a series of processes Acquisition-Retention-Expansion.

2.2.1.1. Acquisition Stage

Acquire, the process of acquiring a new relationship is to get new customers that can be realized in a variety of strategies. Keywords associated with this phase is differentiation, innovation, and kenyamananm (convenience). Acquire is a stage that is at the stage of acquisition on the part of the relationship that is used to attract potential customers to conduct transactions with the Company Peci M.Iming.

As for the facilities built by the Company Peci M.Iming is Innovates to expand the marketing area using analysis of market share, so the company Peci M.Iming gain new customers

At this stage there is Initiation Relations / Relationship Initiation, which is the first stage for the analysis of Dynamic CRM Framework. Based on interviews with Owner / Managing Director, determining the marketing area is limited to the cities / regencies in West Java Province. At this stage, further analysis is required to determine the most potential marketing areas in West Java. Stages of analysis for determining the market area were as follows:

2.2.1.1.1. Market share analysis for the determination of the marketing area in Peci M.Iming

The purpose of the analysis is to determine the market share of the potential market / customers in every region of the product Peci M.Iming. To determine the market share, will do the analysis stage of market segmentation:

1. **Market Segmentation**
   a. Geographic Market Segmentation Analysis.
   Geographic market segmentation that divides the market into different geographical units, such as country, state, region, county, city, or neighborhood. To study in Peci M.Iming, geographic distribution will be carried out into the city and regency in West Java:
   - Segmentation by City
     This segmentation grouped by city in order to determine the market share is determined by city.
   - Segmentation by district
     This segmentation grouped by district in order to determine market share based on the specified district.

   b. Demographic Market Segmentation Analysis.
   Demographic segmentation that divides the market into groups based on variables, such as age, sex, family size, family life cycle, income employment, education, religion, race, generation, and nationality. To study in Peci M.Iming will be sharing some groups by Age, Gender and Religion:
   - Segmentation by age group
     For segmentation based on ages in need because the size on a Peci M.Iming itself exclusively to adults. Then the sample will be taken at the age of 20 years and above
   - Segmentation based on Gender
     For segmentation based on gender in need because in terms of usage, the product generally only Pecis for men.
   - Segmentation based on Religion
     For segmentation based on religion in need because the target user Pecis/kopeah are themselves Muslims or Muslim population.

2. **Case Asumption**
   a. Market Share Analysis

City/District	The total of the entire population (TSP)	The population of Men, Islam, age ≥ 20th (PPIU)	The value of the = (PPIU / TSP) * 100%
Kab Bogor	4771932	1382977	28,981%
Kab Sukabumi	2341409	706760	30,185%
Kab Cianjur	2171281	660532	30,421%
Kab Garut	2404121	685989	28,534%
Kab Tasikmalaya	1675675	506252	30,212%

   b. Market Share Analysis Results

No.	Order marketing area based on recommendations City/District	The Value Of Market Share
1.	Kab Cianjur	30,421%
2.	Kab Tasikmalaya	30,212%
3.	Kab Sukabumi	30,185%
4.	Kab Bogor	28,981%
5.	Kab Garut	28,534%

3. **Map Of The Determination Of The Area Of Marketing**

Map marketing area penetuan area pemasran is a Figure that has been analyzed then displayed in the form of a map to make it more easily understood.

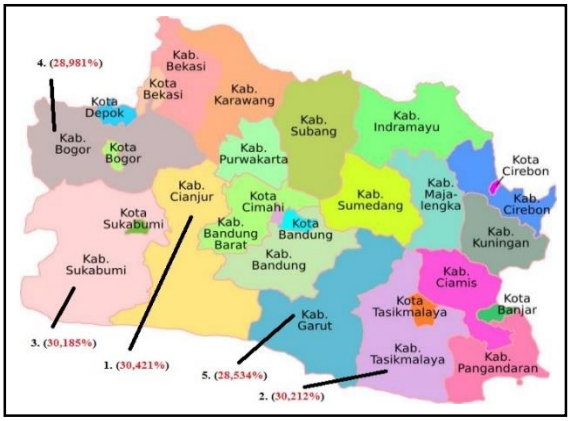


Figure 3. Peta Penentuan Daerah Pemasaran

4. **Conclusion Market Share**

The conclusions of the analysis of the market share that has been performed against the

existing five counties in West Java for the marketing area of penetuan is as follows:

1) Kab. Cianjur in the first stage
2) Kab. Tasikmalaya in the second stage
3) Kab. Sukabumi in the third stage
4) Kab. Bogor in the fourth stage
5) Kab. Garut on the fifth rank

Furthermore the result would be a recommendation as Manajaer-parties Marketing reference when determining the marketing area will do in order to prioritize areas that have the highest potential market advance in marketing its products.

2.2.1.2. Retention Stage

Stage of implementation is Retain Retention on the frameworck dynamic CRM. The stage has a goal to provide information from the company to the customer so that the entwined good relationships with customers and be able to retain customers. The following is an explanation of the features at this stage retain:

a. Company information

This facility is used to facilitate customer and prospective customer in knowing the positive information about the company such as the history of the establishment, complete address and contact of the company, so that the high value of the company in the eyes of the customer.

b. The company's product information

This feature is information about the types of products that are in the company of Peci M.Iming as well as the availability of the goods.

c. Corporate location information and marketing agency Peci M.Iming

This feature is the layout information dissemination agents – agents Peci M.Iming either a map view to better facilitate customers in reaching the product – a product of Peci M.Iming.

2.2.1.3. Expansion Stage

The stage is the final stage of phase enchance on dynamic CRM used to maintain customer loyalty to the company Pecis m. Lure. These features manage customers ' desires Peci M.Iming as input to the company to determine the pengemabangan products-products. The facility will be built at the stage of enhance IE questionnaire. This facility contains a questionnaire regarding the products contained in the company of Peci M.Iming them online so that the production manager can determine what kind of products desired by today's market while keeping customer loyalty in order to continue to transact.

1.2.1.3.1. Analysis Of Questionnaires For Product Development

This facility will be made on product development process for products not sold by way of disseminating a questionnaire to customers until the stage of the calculation results of the questionnaire of the customer. Here are the stages in the development of produk :

The results of the processing of each question from the results of the questionnaire can be seen as follows:

1) Processing the results of a questionnaire Number 1 . "Did you do any change need to type of material bludru on KAC series Pecis?"

No	Answers	Score	The Number Of Respondents	The Amount Of Score (Score x number of respondents)
1	SP	5	0	0
2	P	4	2	8
3	TT	3	1	3
4	TP	2	18	36
5	STP	1	9	9
Total				56

Based on the results of the research the amount of score obtained is 56. So based on that data, then the percentage rate is no. 1 (57/150) x 100% = 37.333% or if rounded up 37% of the expected 100%. So based on the processing of data obtained from 30 respondents, the result is 56 and is the area need not.

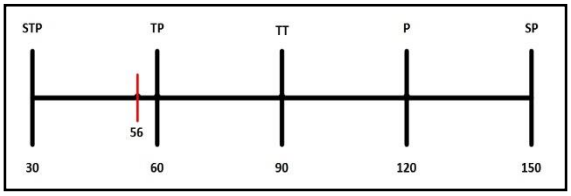


Figure 4 Threshold questionnaire

The conclusions of the analysis of questionnaires for product development peci KAC series obtained from calculations against 30 respondents are as follows:

1) change types of velvet :
   No need for
2) addition of Motifs :
   Needs to be done
3) additions to variants of color :
   Needs to be done
4) Modifikasi Desain Kemasan :
   Needs to be done
5) changes the type of packaging materials :
   No need fo
6) change Form on the packaging :
   No need for
7) Adjustment Re Price :
   Needs to be done

Furthermore the result would be a recommendation as a reference when Production Manjaer party will be doing product development KAC series Pecis to match the satisfaction of its customers.

2.3 Analysis Database

In the development of information systems needed a CRM database design, modeling to be used in the design of this database menggunanan Entity

Relational Diagram (ERD). Modeling the data base can be seen in Figure 5

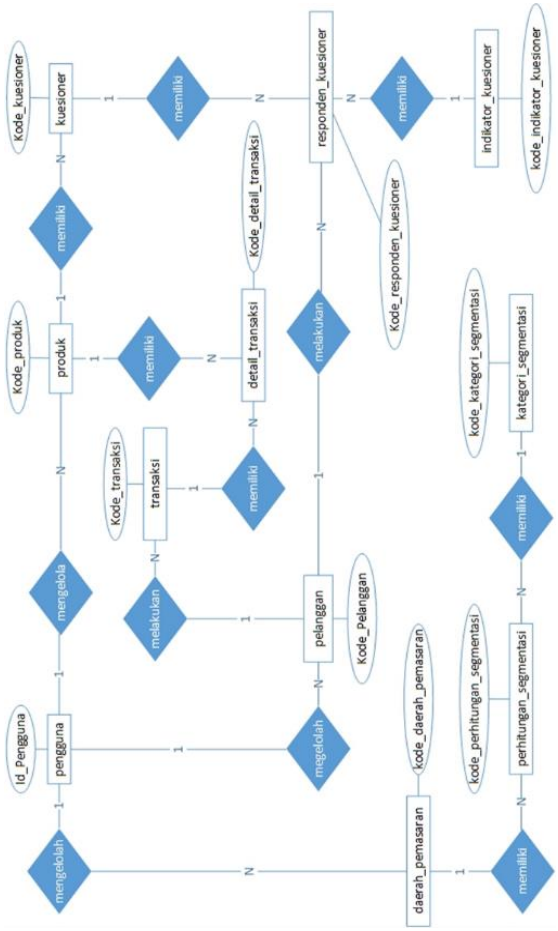


Figure 5 Diagram ERD

2.4. Context Diagram

Context diagram is A diagram of simple mengFigurekan relationships between entities outside, input and output from the system. Context diagram is represented with a single circle represent the whole system. There are 5 users that play a role in this system that is the owner/Director, personnel Manager, Manager of marketing, production manager, and customers, where every actor has the right Info and different data which can be seen in Figure 6

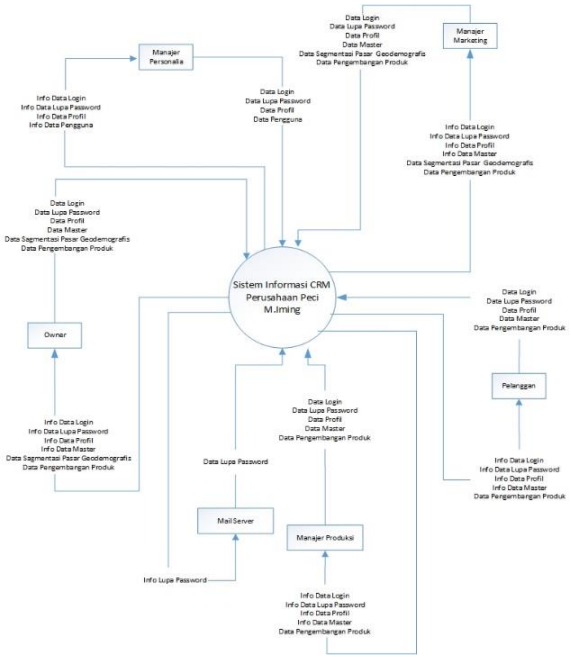


Figure 6 Context Diagram

2.5. Data Flow Diagram

Data Flow Diagram is a representation of a system which mengFigurekan the parts of the system along with the whole involvement of existing sections.

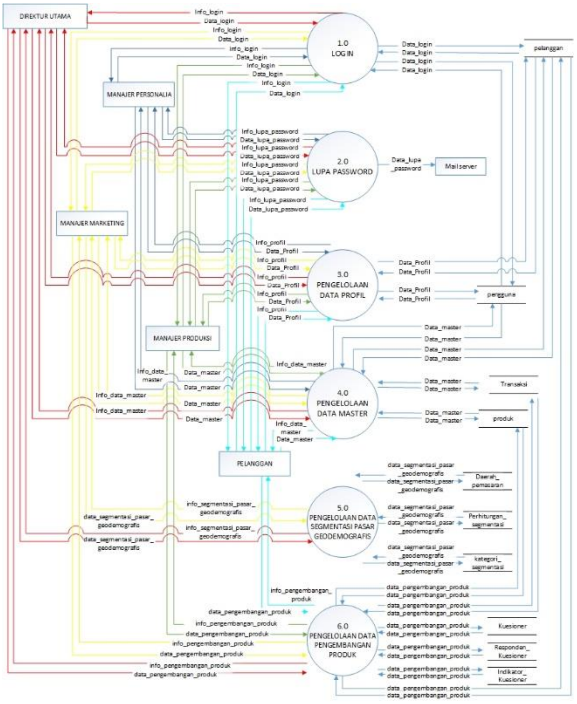


Figure 7 Data Flow Diagram (DFD) Level 1

2.6. Scheme Relation

The partnership scheme is a series of relationships between multiple tables in the database system. Explanation of a series of database on this system can be seen in Figure 8.

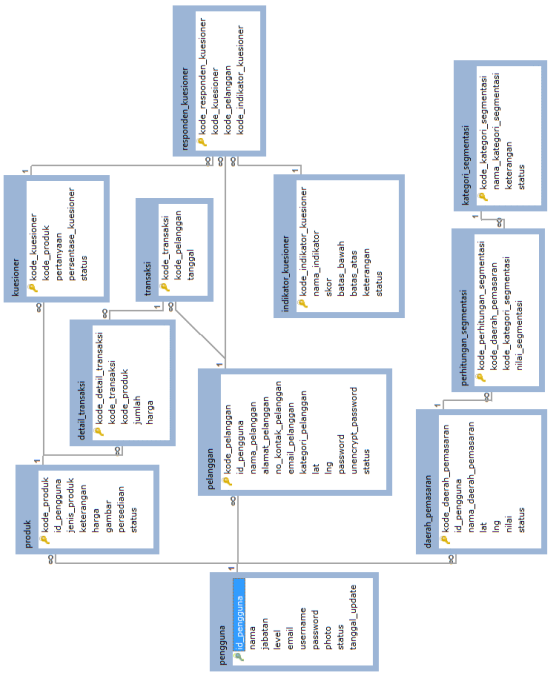


Figure 8 Scheme relation

2.7. The Design Of The Interface

The design of the interface was created to give the concept on the creation of an interface implementation later on the system. Here is the Figurean of the design of the interface in this system.

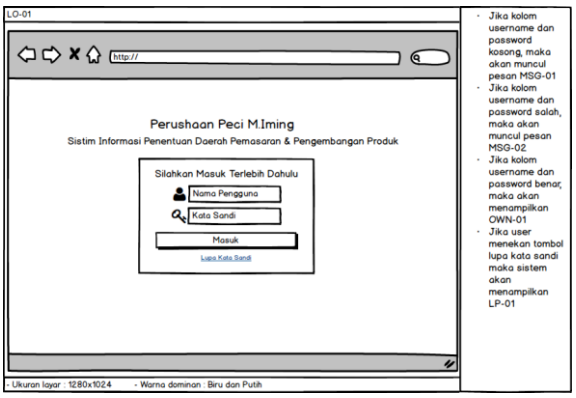


Figure 9. Display Login

2.8. Semantic Network

Semantic networks mengFigurekan connectedness between menu page. On information systems customer relationship management in the company of Peci M.Iming.



Figure 10. Semantic Network Owner

2.9. Testing The System

System testing is the most important thing that aims to find any errors or omissions in the information system tested. Testing the system in question to know the performance of information systems that have been made in accordance with the objectives of the design of information systems. Testing the system using black box testing. Black box testing focuses on the functional requirements of the software, the User Acceptance Test (UAT) and the acceptance of the end user

2.9.1. Functional Testing

Functional testing scenario on the CRM information systems at Peci M.Iming done so that inputs and outputs on the system according as what had been expected. On functional testing will be described the steps as follows:

Kasus dan Hasil Uji (Data Benar)			
Data Masukkan	**Harapan**	**Pengamatan**	**Kesimpulan**
Nama : Kab.Cianjur Latittude : -6.8223225 Longitude : 107.1201758	Jika tambah data daerah pemasaran diisi dengan benar muncul pesan "Daerah pemasaran berhasil ditambahkan".	Data tersimpan dan muncul pesan "Daerah pemasaran berhasil ditambahkan".	[√] diterima [ ] ditolak
Kasus dan Hasil Uji (Data Kosong)			
Data Masukkan	**Harapan**	**Pengamatan**	**Kesimpulan**
Nama : Latittude : -6.8223225 Longitude : 107.1201758	Jika kolom pada tambah data daerah pemasaran ada yang tidak diisi, muncul pesan "Kolom tidak boleh kosong. Silahkan ulangi lagi."	Data tidak tersimpan dan muncul pesan kesalahan "Kolom tidak boleh kosong. Silahkan ulangi lagi.".	[√] diterima [ ] ditolak

2.9.2. User Acceptance Test (UAT)

The newly built application should be tested for compliance and reliability through the test User Acceptance Test (UAT) as a condition that the application has been accepted by the user/wearer. UAT can be said as a test to find defects (defects) that are not found by the developer. Application testing process will involve representatives of companies conducted by the owner/Director of Peci M.Iming company:

No	Deskripsi Pengujian	Prosedur Pengujian	Keluaran yang Diharapkan	Hasil yang didapatkan	Status
1	Pengujian Login User	▪ Klik menu Login ▪ Masukkan username dan password ▪ Tekan tombol Masuk	User dapat masuk ke halaman utama user	User dapat masuk ke halaman utama user	[√] Diterima [ ] Ditolak [ ] Diterima dengan catatan

2.9.3. End User Testing

In this type of testing, the software will be left up to the user to find out whether the software meets user expectations and work as expected. The user will perform an assessment of the system using the method of interview devoted to the owner/Director, Personnel Manager, production manager, Marketing Manager and methods questionnaires to customers with questions based on the purpose of the research. So the questions become clear and purposeful.

Question	Answers
What do you think about managing data / information related to your company with this CRM information system?	With the application of CRM information system is quite helpful in getting the information and data management - data relating to the company.
Does the existence of CRM information system making it easy to coordinate on a regional determination of marketing and product development at the company?	Yes, because the information obtained becomes clearer, making it easy to coordinate.
Does the existence of CRM information systems can improve your company's relationship with customers?	With this application, customers and the company becomes easier to find and provide information.
What do you think about the language used in this CRM information system?	The language is easy to understand.
What do you think about the interface on this CRM information systems?	Good, because the design and the color combinations are not striking, unsightly.
What do you think about the ease of use of CRM information system as a whole?	Pretty easy, because the menu - the menu is easy to understand.
Do you have criticisms and suggestions on the application of CRM information systems to enable them to do better?	Their online sales system, not only the products and the location of the branch / agent alone.

3. CLOSING

In this chapter, will be presented the conclusions that can be derived from the deliberations of the previous chapters, as well as suggestions for improvement and further development of the system.

3.1. Conclusion

After doing the analysis, design, and testing. Then it can be retrieved the following conclusions:

1. Information systems Customer Relationship Management can help companies Marketing Manager section Peci M.Iming in determining the market share of each potential area for expansion of marketing its products.
2. Information Systems Customer Relationship Management can help section production manager company Peci M.Iming in determining recommendations for the development of products that are not sold to match the satisfaction of its customers.

3.2. Advice

In order for the system to be built can work even better, should be done the addition of few things as follows:

1. The existence of the expand menu online sales on Customer Relationship Management information systems in the company of Peci M.Iming.
2. An increase in detail information for product development on information systems Customer Relationship Management in the company of Peci M.Iming.
3. The presence of Increased market share against competitor analysis on Customer Relationship Management information systems in the company of Peci M.Iming.

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